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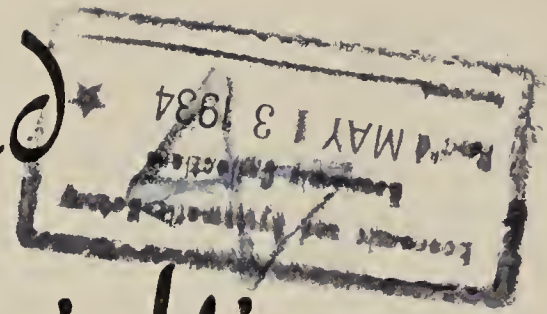
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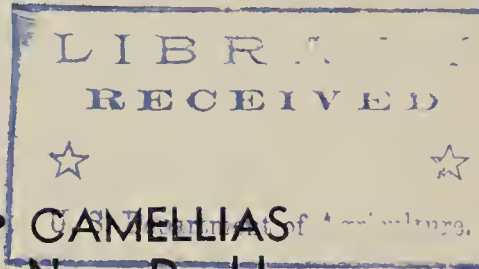


TREE PEONY "MOUTAN"—See inside front cover for description of this and other rare varieties.

Flowerland Specialties



SPRING and
SUMMER
1 9 3 4



TREE PEONIES • DAHLIAS • CAMELLIAS
CHRYSANTHEMUMS • A New Double
SHASTA DAISY • NEW FURNITURE
FOR THE INDOOR GARDEN

From PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT
250 South La Brea Avenue + + + Los Angeles, California

Tree Peonies

PAUL J. HOWARD takes pleasure in presenting now this wonderful collection of a rare class of lovely flowers. The Tree Peonies will bring a new delight to the ever increasing number of garden enthusiasts who love to grow flowers of startling beauty—flowers that will excite the wonder and admiration of all who behold them

Unlike the common or herbaceous Peonies, the Tree Peonies do not die completely down each winter, but grow into shrubs or bushes 3 to 5 feet high, and are perfectly suited to California climatic conditions.

The Tree Peony is native to the Orient, where much hybridizing has been practiced, producing huge flowers of amazing beauty, while some of our finest varieties have come from France. True garden aristocrats, they will never become commonplace because of the difficulty in obtaining stock.

We offer a wonderful collection of 2 and 3 year old blooming-size plants. Some are full double, others semi-double, both forms are equally striking.

Gosho zakura. Beautiful soft pink, semi-double flowers\$5.00
Gio kokuwan. Snowy white, semi-double\$5.00
Koi kagura. Full double deep rose..\$6.50
Asahi no hikari. Strikingly colored double flowers, rich crimson with purple marginal variegation\$7.50
Wataru sekai. Semi-double, rose-purple\$5.00
Ukari jishi. Clear salmon pink, double\$6.50
Kagura jishi. Very large, full double salmon pink\$7.50

Naniwagata. Semi-double, vermilion-scarlet with waved petals. Exceedingly showy\$6.50
Fugi no mine. Very large, double pure white\$7.50
Yachiyo jishi. Flesh-pink colored flower of immense size, often over 12 inches in diameter\$10.00
Ruriban. Lovely deep mauve, exceptionally large\$5.00
Kasumi no mori. Early flowering, cherry colored; double.....\$5.00
Nishikigawa. Clear pink, semi-double. One of our favorites.....\$7.50

SPECIAL COLLECTION—Five wonderful 2-year-old Tree Peonies
Each a different color (Our selection) for \$20.00
(Moutan will not be included in this collection)

THREE MARVELLOUS FRENCH HYBRIDS

Souv. de Maxime Cornu. The fully double, sweetly scented flowers are deep glowing yellow heavily shaded with orange-salmon. The flowers are 7 to 8 inches in diameter, with crowded and wrinkled petals, some stems having 2 or 3 buds. One of the most remarkable and handsome Peonies ever seen, and never before offered in Southern California.

Satin Rouge. A decidedly novel color—bright blood-red passing to old rose. The flowers average 8 inches across, with broad, satiny petals.

Surprise. A tall, vigorous sort, foliage green with purplish stems. Flowers full, with irregular petals of unusual and striking coloring—straw yellow, pale salmon and rosy purple. Fragrant.

**3-year-old plants of any of the above,
\$20.00 each**

● TREE PEONY MOUTAN

Deep reddish purple single to semi-double flowers, with bright golden stamens. The oldest form of the Tree Peony, and a richly beautiful flower.

SPECIAL

**2-year-old blooming size plants
\$2.50 each**

3-year-old plants \$3.50 each

See Illustration on Front Cover

Flowerland Dahlias

From hundreds of varieties of Dahlias we have made a careful selection of those which are easily grown to perfection in the garden—varieties which may be depended upon to give a generous supply of the best flowers of their type for a long season.

It is important that you plant only select tubers in order to produce vigorous growing plants and perfect blossoms. Commercial growers recognize this fact and are extremely careful in the selection of the tubers which they replant, and each year discard many tubers which, although they would grow, would not give the best results. Sometimes these discarded tubers are offered to amateur growers at very low prices—it is therefore most important that you know that the ones which you plant are reliable. Paul J. Howard's Dahlia tubers are from selected stock—strong, clean, and free from disease. Planting them insures you against much possible disappointment.

No other flower has a greater variety of types and gorgeous colorings or produces such a wealth of bloom for garden adornment, or for use in every type of floral display. The next four pages describe briefly our choice of the world's finest Dahlias for California Gardens.

CALIFORNIA BEAUTY

This dainty cactus dahlia is one of our favorites for its color, useful size, long slender, yet rigid stems, free blooming and long-keeping qualities.

Price 50c each.



CALIFORNIA BEAUTY

CULTURE OF DAHLIAS

The best months for planting Dahlias are April, May and June. They are easily grown in any well prepared soil. Spade the ground deeply, adding bone meal and well rotted manure. Plant the tubers about four inches deep and two feet apart, laying them on their side, and give one thorough watering. They will then require no more water until the sprouts are well above the ground. As the sprouts develop, they should be pinched back to make strong, bushy plants. It is well to support the plants by tying to redwood stakes

which should be placed in position when the tubers are planted. Thorough irrigation every week or two weeks, depending on how quickly the soil dries, should be sufficient. When buds develop on the ends of branches, pinch out all but the strongest one on each branch. This will give you large, perfect flowers. The flowers should be cut early in the morning, or in the evening. Burn or dip the ends of the stems about one inch in boiling water, and then plunge them deeply in cold water for several hours. They will then keep for several days in the house.

Paul J. Howard's Cactus and Hybrid Cactus Dahlias

A favorite class of dahlias for its characteristic long, graceful petals and usually slender wiry stems, very adaptable to artistic floral decoration

Oriental Beauty. The brilliant, pure rose color of this fine dahlia is beyond compare—for sheer beauty and perfection of form, stem and foliage, this is the queen of al' dahlias. \$2.00



ORIENTAL BEAUTY
A Huge Hybrid Cactus Dahlia

Andreas Hofer. Bright pink, with a creamy center which becomes more pronounced as the flower ages. The medium sized flowers which are remarkable keepers, make delightful floral decorations. Combined with Elizabeth Pape, which resembles it in miniature, it is strikingly effective 60c

California Beauty. Pure copper-bronze. . . . 50c
See illustration on preceding page.

F. W. Fellowes. A perfect English type cactus, with long narrow incurving petals of rich red-dish orange. The long slender stems hold the good sized flowers upright, making it perfect for floral decorations. This is the flower we used so effectively in combination with the Bird of Paradise. Makes few tubers and is always scarce 75c

Goldene Sonne. A beautiful rich golden yellow with a soft rose suffusion. A counterpart of Andreas Hofer, in form, but larger. 75c

Grenadine. A marvellous hybrid cactus, with burnt orange petals twisted artistically revealing the bright gold reverse. 75c

Inkyo. Handsome large flowers of velvety blackish red 75c

Jean Chazot. A beautiful autumn tinted hybrid cactus. Nasturtium red with golden suffusion 35c

Norman. A beautiful English cactus type with exceedingly narrow petals of rich scarlet. . 50c

Show Dahlias (BALL TYPE)

This class of dahlias is rapidly gaining popularity because the desirable size and long keeping qualities make them perfect for cut-flower purposes. The flowers, of medium size and regular formation, may be used alone, and when combined with other types of large dahlias and pompons they are extremely effective and useful.

A. D. Livoni. Pure pink. Combines beautifully with Delice and the little pompon Anna von Schwerin 35c

Maude Adams. A most dainty flower, white with a faint suffusion of delicate pink. A popular flower with florists. Beautiful in combination with white, pink or lavender flowers. . . 50c

B. P. O. E. Rich purple. . . . 50c

Lilac. A lovely shade of orchid 75c

Gold Medal. Beautiful golden yellow with bright red markings—extremely effective. . 50c

Paul J. Howard's Decorative Dahlias

FOUR NEW PRIZE WINNERS

From our winning display at the
1933 show

Mrs. Spaulding. (Displayed in 1933 under the provisional name "Nira"). A strong growing bush, holding its large deep blooms proudly, well above the foliage on strong yet graceful stems. A lovely tone of rose with just enough of the gold base color showing through to give it a soft, rich pastel effect. This informal decorative has substance and prolificity rare in a flower of its size. Each \$5.00

Orange Glory. The public has been waiting a long time for this flower, having seen it at florists displays; but until this year not a sufficient quantity has been available to distribute the tubers. This beautiful dahlia is the most true, brilliant orange yet introduced; with fine long stems. A wonderful keeper and prolific bloomer \$2.50

Allura. An exceptionally prolific and showy variety; the large blooms are of a distinct shade of lavender-pink and are carried on long, graceful stems. The habit of growth is of the best. A wonderful bloomer, early and late. . . . \$2.50

Gold Pico. An immense, informal flower of pure deep gold. Very free blooming on good stems. A perfect dahlia for those who want large flowers with little effort \$1.00

Collection: 1 each of the 4 wonderful
Novelties \$10 00.

Canary Cup. The best pure yellow decorative yet produced. It is a brilliant clear yellow, handsome in formation, large, and borne on exceedingly long stout stems. Most remarkable of all is its keeping quality—our large display of this variety at the Biltmore lasted in perfect condition for three full days with the stems immersed in a very shallow pan of water. Our tubers are from selected stock which is very scarce. 75c

Flaming Meteor. Because of the uniform perfection of its large bright orange-scarlet shaded buff flowers on long straight stems, this variety is a consistent prize-winner. 50c

Jane Cowl. One of the finest of all dahlias. Deep, massive blooms of bronze and old gold. Petals broad, with just enough twist to add the refinement often lacking in dahlias of huge size 75c

Jersey's Beauty. The most popular pink dahlia. Produces perfect flowers throughout the season. 50c

Mrs. I. de ver Warner. Large flowers of glowing mauve-pink. The best of the lavender shades. 35c

Rosy Dawn. Delicate orchid-pink—a lovely soft shade and an exceptionally fine cut-flower, especially beautiful under artificial light 50c

Tommy Atkins. Brilliant flaming scarlet, the brightest of all reds. 50c

Treasure Island. Bright apricot with gold and old rose suffusion—a striking color combination and a perfect large dahlia with fine stems. . . \$1.00

Nopal. The very large flowers—rich glowing deep red—are carried on perfect stems. We consider it the best of the dark red dahlias. See color plate. 75c

Salbach's White. We esteem this the finest large pure white dahlia grown. The flowers are perfectly formed, have splendid stems and are good keepers. Invaluable for cutting 75c



NOPAL
The Best of the Dark Red Decorations

Flowerland Miniature Dahlias

Not pompons, but midway in size between that fascinating little type and the small decorative dahlias, this new class has a grace and charm all its own.

They are just the right size for all floral decorations for use in any room—remarkable keepers and profuse bloomers.

This new class of Dahlias is fast becoming the most favored of all—they are so beautiful in all types of floral decorations, not too large for use in any room and have most remarkable keeping qualities and profusion of bloom. Possessing all of the splendor of the large type they have a charm of form all their own and their smaller size makes them more useful in many ways. Because of their desirable size, excellent stems, and the long time they last when cut these Miniature Dahlias are much in demand by florists.

We list here what we believe is the finest collection of Miniature Dahlias ever offered. They are accurately reproduced in the accompanying color-plates. (About natural size.)



RADIANT MIDGET



HERMOSITA



VIVIAN WRIGHT

Amarillito. Brilliant golden yellow50c

Corale. A pretty little miniature decorative, coral and gold 75c

Corona. These charming little pure white flowers are most useful in making floral decorations50c

Hermosita. The long petals curl back forming a charming little spherical shaped flower75c

Little Jewel. This little dahlia won immediate favor with everyone35c

Gold Midget. An exceptionally beautiful new miniature with broad petals of rich orange gold shading to golden yellow. In great demand by florists. 75c

Minkyo Min. A new miniature hybrid cactus of the deepest black-red, exactly the color of Inkyo, with which in combination, or with other red dahlias it makes a striking vase or basket.....75c

Old Gold Min. Beautiful broad, cupped petals, deep golden yellow with old gold center75c

Dainty Miss. Delicate pink... 75c

Other Fine Miniature Dahlias

Elizabeth Pape. This is the miniature hybrid cactus which combined so effectively with the larger cactus of similar coloring, Andreas Hofer, in our display at the Biltmore50c

Rem Min. A beautiful deep lavender. Perfect stems for cutting75c

Vivian Wright. Almost a counterpart in miniature form of the popular Jersey's Beauty.. 75c

Rose Min. A little gem of perfect miniature decorative formation, rose-pink with deeper tips75c

Radiant Midget. Although new, this was one of the most sought after dahlias by florists last season because of its brilliancy, and the exceptionally long straight stems.....75c

Rhoda. Miniature decorative. Glowing orange-rose, on long wiry stems50c

Baby LeRoy. A charming new bright red miniature decorative, destined to be as popular with dahlia lovers as is its namesake in pictures. Long stemmed, and a prolific bloomer\$2.00

Pompon Dahlias

Free flowering, they produce copious bright little blossoms, gems for bowls and vases and invaluable in the composition of baskets and other floral decorations.

Our selection from hundreds of varieties is most discriminating.

Aimee. Rich bronze.....35c

Anna von Schwerin. Delicate pink75c

Dandy. Brilliant orange..50c

Elizabeth. Gold with red tips35c

Glow. Lovely old rose....35c

Joe Fette. Pure white....35c

Little Amar. Beautiful lavender50c

Mary Muns. Deep mauve.50c

Orito. Pure gold.....50c

Scarlet Gem. Bright red..35c

Yellow Gem. Clear yellow.35c

No other flower lends itself to more types of floral decorations than the Dahlia—there is such a wide variety of types, size and color in this glorious flower. Plant a quantity of Paul J. Howard's better kinds and revel in the joy of expressing your artistry in arranging flowers.



BABY LEROY



PINK PEARL



ELIZABETH PAPE

Chrysanthemums

The Queen of Autumn Flowers

No other flower produces so abundantly such a wealth of rich color in the Fall as the Chrysanthemum. Gorgeous displays may be had by planting masses of the small flowering types such as the Anemone, Pompon and Single kinds. The large flowered types are also very easily grown and by disbudding, beautiful huge flowers may be had for cut flower decoration or exhibition.

From hundreds of splendid varieties we have chosen our list to offer a complete range of types and colors, selecting the ones which are most desirable for garden culture—reliable and always producing perfect flowers.

Young, vigorous plants in 2½-inch pots are ready beginning the last week in April.

May is the best month for planting.



**IT WILL PAY YOU TO PLANT
Paul J. Howard's Chrysanthemums**

Because you have a better selection of varieties, guaranteed true to name, every plant is vigorous and free from disease; you safeguard your garden and avoid disappointment.

FIVE BEAUTIFUL NOVELTIES IN THE LARGE FLOWERED TYPE

Mrs. Franklin D. Roosevelt. Selected at one of the largest Flower Shows in America as the finest Chrysanthemum displayed and appropriately named after America's First Lady. A very large incurved flower of brilliant Sunflower yellow, shading to deep gold near the center, tall and vigorous growing. Plants ready about May 15.

Armistice Day. A magnificent red, with brilliant gold reverse. An incurved flower of rare and striking beauty.

La France. A marvelous flower of exhibition size. The beautiful petals, the upper side of which are rosy purple, are incurved, showing the reverse which is lovely silvery mauve.

Yellow Gold. A clear bright yellow of globular incurve form. Perfect flowers are easily grown on this splendid new variety and they are exceptionally good keepers.

Pink Delight. Very bright rose-pink, a most pleasing color and rare in Chrysanthemums of such perfect size and reflex formation.

Price of any of the above five novelties 50c each; 12 for \$5.00. Collection, 1 each of the 5 for \$2.00

Select Large-Flowered Types

Yellow Shades

Smith's Superlative. Exceedingly brilliant, intense yellow. A large round flower with reflexed petals, strong upright stem and dark green foliage. New.

Friendly Rival. Incurved. Very bright yellow. Becoming very popular with florists.

Honey Dew. Pleasing soft yellow incurved, splendid stem and foliage.

Red Shades

Black Hawk. Deepest dark red reflexed.

Garnet King. Rich garnet with velvety shadings apparent in the Hadley rose. Reflex.

Mohawk Chief. Very late flowering, dark red reflex.

Pocketts Crimson. Huge flower, crimson with gold reverse.

Price 20c each; \$2.00 per dozen; \$15.00 per 100

Bronze Shades

Gladys Pearson. Upper petals apricot, reverse buff, illuminating to bright orange under artificial light.

Golden Bronze. Beautiful shade of bronzy gold.

Hilda H. Bergen. Deep mahogany bronze.

Keystone. A wonderful new color, brownish orange, reverse buff. Huge flowers on long stems.

Chrysanthemum plants can be shipped safely by Express to any distance at very reasonable rates. We make no charge for packing. Shipping commences about May first.

White

Crystal Dome. Fine large incurved of perfect form.

Silver Wedding. Pure white reflex.

Tom Browne. A splendid new incurved variety, with flowers commonly 8½ inches in diameter.

Pink Shades

First Dawn. Beautiful chamois, pink with gold tipped petals. A beautiful and unusual blend of coloring.

J. W. Prince. Beautiful deep pink incurved.

Thanksgiving Pink. A wonderful flower, of graceful form.

Lavender

Helen Frick. Deep lavender pink.

Chrysanthemums — Exhibition Varieties

By proper disbudding and feeding these will produce enormous flowers suitable for exhibition purposes.
Price 35c each, \$3.50 per dozen

White

Louisa Pockett. The queen of white chrysanthemums.

Wm. Turner. Probably the most popular of all for growing to exhibition size.

Yellow

My Michigan. Bright yellow.

Yellow Pockett. Light yellow.

Yellow Turner. Beautiful creamy yellow.

Purple

Antonin Marmotel. Rich rosy purple, large shaggy flowers.

Purple King. Very large size; nearest approach to true purple.

Pink

Meudon. Dark pink. Immense.

Princess Teru and La France. See Novelties.

Bronze and Red Shades

Sgt. W. E. Young. Light bronze shading to scarlet.

Mrs. Harvey Firestone. A wonderfully massive flower; pinkish-chamois and buff.

Feathery, Spidery and Threadlike

Be sure to plant some of these interesting and strikingly beautiful Japanese types, with curiously formed petals making unique and artistic decorations in baskets and vases.

Price 25c each, \$2.50 per dozen

Fugi. Lavender petals eight to ten inches long.

J. C. Taggart. Orange bronze quilled petals, covered with hairs. Fine long stems for basket work.

Pink Beauty. Clear pink, shading to light lavender at tips, with a greenish gold center.

Lavender Feather. Beautiful deep lavender. Very tall growing.

Red Spider. Can be grown to huge size by disbudding. A striking novelty with long, slender drooping petals of bright red.

The Dean. Beautifully arranged flowers with pure white petals and a beryl green curled center.

PAUL J. HOWARD'S

Horticultural Establishment

250 So. La Brea . . . Los Angeles,



PINK BEAUTY

A Graceful Feathery Type Chrysanthemum

Pompon Chrysanthemums . . .

BUTTON TYPE

Price 20c each, \$1.50 per dozen, \$10.00 per 100

Bright Eyes. Blush pink with apricot center.

Dorothy Gish. Tiny white button.

Ethel. Gorgeous bright red.

Itsa. Striking combination of reds and bronze.

Jewel. Bright, clear pink.

Marguerite Clark. Bright rose-pink in graceful sprays.

Mary Pickford. The pure white petals turn back forming tiny perfect ball shaped flowers.

Rodi. A beautiful shade of purplish rose. Large button type.

Rufus. Small flowers of crimson-maroon.

Little Truant. Very small, bright bronze.

Varsity. Yellow. Especially desirable for its erect habit of growth.

Viola. Rich velvety red-purple.

Yellow Dot. Lemon yellow. The tiniest button of all, smaller than "Baby."

Larger Pompons

Price 20c each, \$1.50 per dozen, \$10.00 per 100

Indispensable in the garden and for floral work.

Ariana. Golden buff, fluffy flowers 3½ inches in diameter.

Chicago Pearl. Most beautiful white flowers like balls of snow.

Crimson Lustre. Brightest crimson.

Elora. Blush pink with gold center. A beautiful, graceful flower.

Illona. Rosy lavender, large sprays.

Nubian. Tall sprays of deep chestnut red.

Gold Drop. Golden bronze with crimson center.

Rena. Rose-violet.

Silver Tips. Bright pink prettily tipped with silver.

Western Beauty. Deep rose-pink.

White Caps. Beautiful pure white medium sized flowers.

Amos. Deep bronze.

Yellow Fellow. A very fine brilliant yellow pompon.

Legal Tender. A beautiful combination of gold and bronze.



CHICAGO PEARL
A Beautiful Pure White Pompon

VISIT FLOWERLAND

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

250 SOUTH LA BREA AVE., LOS ANGELES, CALIF.



MARGUERITE CLARK
A Perfect Little Button Pompon

Hardy Early Flowering Chrysanthemums

A desirable class of chrysanthemum, commencing to bloom very early and continuing for a long season. The flowers are produced in beautiful sprays and are like the pompons but with more loosely formed petalage.

Price 20c each, \$1.50 per dozen, \$10.00 per 100

Etoile d'Or. Bright golden yellow.

Sonoma. Bronze with golden reverse and gold tipped petals.

Bronze Source d'Or. Orange, with reddish shades.

Muldoon. Purplish amaranth—a color exquisite under artificial light.

Boston. Clear bronze.

Crimson Quintus. Deep glowing crimson, very decorative.

Pompons for Disbudding

These are beautiful varieties, with perfect shaped blossoms, admirably adapted to pot culture and for growing sprays of large flowers.

Price 20c each, \$1.50 per dozen, \$10.00 per 100

Lillian Doty. Blush white.

Pink Doty. Beautiful shell pink.

Red Doty. Wine red, silver reverse.

Yellow Doty. Bright yellow.

Nubian. Tall sprays of deep chestnut red.

Large Japanese Anemone Type

Disbudded and grown singly these varieties are wonderfully beautiful.

Price 25c each, \$2.00 per dozen, \$15.00 per 100

Buff Queen. A beautiful bronzy gold.

Captivation. Mahogany red; cushion-tipped yellow.

Graf von Fleming. Very beautiful clear lavender.

Pink Supreme. Delicate shell pink.

Norma. A large show variety, delicate pink with bronze cushion.

Loucella. Outer petals yellow, suffused orange, center petals yellow and quilled.

Stoplite. Crimson terra-cotta with bright yellow cushion.

Chrysanthemums — Single Flowered Type

Price 20c each, \$1.50 per dozen, \$10.00 per 100

The single and anemone flowered types with their graceful sprays and brightly colored flowers lend grace and charm to the basket or vase of chrysanthemums. They are easily grown, and extremely free flowering.

Dazzler. A single row of brilliant deep red petals surrounds a golden center.

Gladys Duckham. Pure white with graceful petal arrangement.

H. Marie Totty. Brilliant bronzy crimson with yellow zone.

Ida Catherine Skiff. Brilliant bronzy amber.

Irene. Deep lavender with white zone.

Louise Mayo. A striking, unique flower with six rows of petals, the outer ones lavender, inner ones pale gold.

Merstham Jewel. Petals bronzy yellow, with terra cotta zone.

Mrs. E. D. Godfrey. Large pure pink flowers.

Mrs. H. Shoebridge. Deep rose pink large.

Nacora. A beautiful large golden yellow flower, 8 inches across.

Anemone Flowered Type

Two or more rows of long graceful petals surround a cushion center of contrasting color.

Price 20c each, \$1.50 per dozen, \$10.00 per 100

Vivian Martin. A tiny flowered anemone. Petals creamy pink, center yellow. Beautiful.

Welcome. Deep rose, with creamy yellow cushions.

White Garza. Pure white, with yellow center.

Chestnut. Tan petals, full cushion.

Garza. Clear pink, yellow cushion.

Izola. Even shade of amaranth.

Bronze Izola. Beautiful combination of Autumn shades, reds, gold and bronze.

May Colladay. Rich rosy-lavender.

The Chief. Pure soft yellow.



BUFF QUEEN

**These Fine Sprays of the Large Japanese Anemone Type
Were Grown Without Disbudding**



An indoor garden with the fashionable white wire plant stands. One is designed to be placed against a wall, the other to fit in a corner.



The white wire stands display the full beauty of ornamental and flowering plants in an inimitable way.



Chippendale plant shelf for wall in Chinese Red.



View in the "Garden Rendezvous" at "Flowerland" Paul J. Howard's display-room of furnishings and plants for indoor and outdoor gardens. In the foreground is a lovely garden set in white iron, with glass-top tables.



"Ivy Tree" in a lovely Tole container

A clever little plant holder designed to be raised and lowered with a casement window.



PAUL J. HOWARD'S

NEW

Double Shasta Daisy

A beautiful new type of Daisy with long, graceful, pure snowy white petals, forming fluffy flowers the golden centers of which show through just enough to add a touch of lively color. They look more like the Feathery type of Japanese Chrysanthemum than they do Daisies, and are equally suitable for floral decorations.

Beginning to flower in Spring, and in bloom for several months, with the well-known freedom of bloom and ease of culture of the Shasta Daisy, this new type will be enthusiastically received in gardens, where in perennial borders, large clumps and masses they will make a sparkling display.

Our plants are all grown from divisions, insuring uniform, truly double flowers.

Blooming-Size plants in 3-inch pots
35c each, \$3.50 per dozen



**PAUL J. HOWARD'S
NEW DOUBLE SHASTA DAISY**

THE ELEGANT CHANDLERI

MAY 13 1934

Camellia

Truly one of the most beautiful of all Camellias is this scarce and lovely variety. The flowers are often seven inches in diameter, beautifully displayed on the bushes against a background of large, rich green glossy leaves. Because it is in such great demand, and slower to propagate than some other varieties, it usually is much higher priced.

We are offering for a limited time only, a splendid assortment of sizes, all beautifully grown plants of flowering-size, at very special prices.

Bushy 4-inch Pot plants, 6 to 10 inch, 75c each

Bushy 6-inch Pot plants, 12 to 18 inch, \$1.75 each

Bushy 7-inch Pot plants, 18 to 24 inch, \$2.50 each

Exceptionally fine balled plants, 2 to 2½ feet high, \$3.50

At "Flowerland", Paul J. Howard's beautiful display grounds, you will find one of the most remarkable collections of all sizes and types of the better known as well as unusual and rare Camellias.



CAMELLIA CHANDLERI ELEGANS

One of these gorgeous blooms backed by its own foliage makes as luxurious a corsage as could be desired.

PAUL J. HOWARD'S HORTICULTURAL ESTABLISHMENT

250 So. La Brea, Los Angeles, Calif. Telephone Whitney 1141